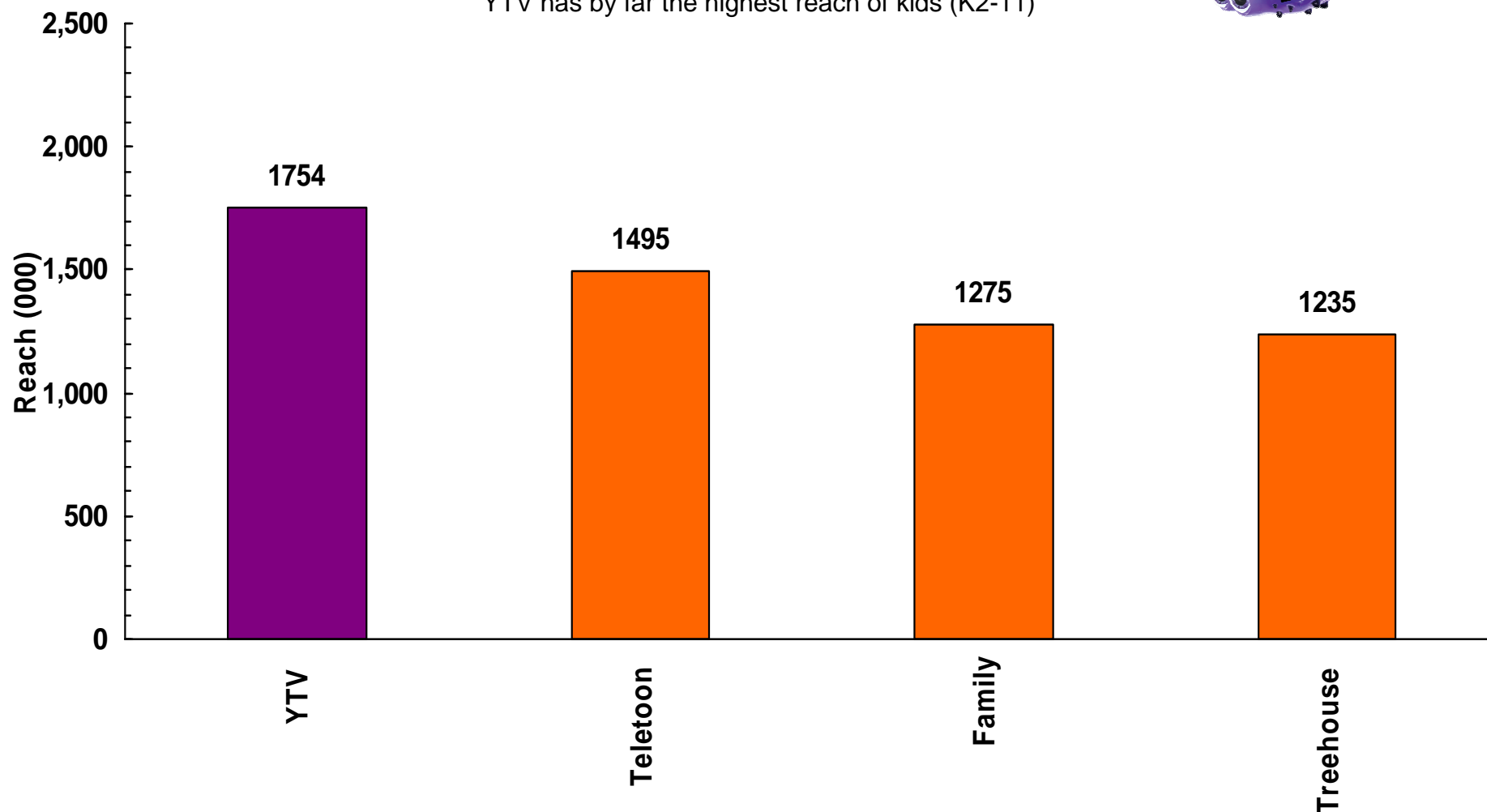




Average Weekly Reach - Kids 2-11

YTV has by far the highest reach of kids (K2-11)



Source: NMR, Fall 2004 Sept. 27/04 to Dec. 26/04 (13 weeks), Mon. to Sun. (6am – 6am) – 1 minute reach qualifier.